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Behind Scenes in Package Designing

Maurine Hawbecker

Iowa State College

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Behind Scenes in

Package Designing

Maurine Hawbecker discovers that commercial designers practice art theories in packaging

TWENTIETH century packaging is an exciting field for the commercial designer. Package designers must increase sales without adding to the cost of producing the design.

Designers, in making the merchandise so attractive that the public will have extra incentive to buy, must not underestimate the purchasers' good taste. Before designing a package it is necessary that a concentrated study be made of the product to be advertised by the label or carton.

Patient consultation, not only with sales and advertising executives but with the production manager, purchasing agent and laboratory technicians is required. Designers must consider all the possible channels through which the product is distributed, the geographic regions in which it is sold and the type of consumer who purchases it, before laying out a pattern for the article.

Aside from the quality of the product itself, package design is the most important form of promotion. But, no matter how clever the design, it should neither add to nor subtract from the inherent quality or value of its contents. That is not its purpose.

To comply with the legal requirements of the Food, Drug and Cosmetic Act, often it is necessary to reduce the size of the brand name or to omit non-essential phrases. Frequently, an entirely new design must be planned to meet these specifications.

Certain details demanded by the consumer determine the ultimate construction of the design. Containers must be easy to open and must keep the unused portions of opened containers fresh and wholesome.

Design of bottles and labels should be so correlated that together they will form a complete, unified design. For this reason the entire plan for the container, label and lid should be made by one designer.

Colors are frequently associated with certain types of foods. Lack of regard for color may have an adverse effect in the sale of the material.

In redesigning a package the designer attempts to attract new customers, to stimulate the interest of retailers and to remind old customers that the product is being improved.

The qualifications of a good package designer are an ability to analyze merchandising problems; a familiarity with packaging needs; an understanding of processes incidental to package designing, such as printing and stamping; a knowledge of production processes, such as filling, labeling, sealing, closing and wrapping; and a keen appreciation of design and color.



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when nights
are nippy

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